



# **STIC Search Report**

## **EIC 3600**

**STIC Database Tracking Number: 100222**

**TO: Igor Borissov**  
**Location: cpk5 7C22**  
**Art Unit : 3629**  
**Tuesday, August 05, 2003**

**Case Serial Number: 09/723228**

**From: Sylvia Keys**  
**Location: EIC 3600**  
**PK5-Suite 804**  
**Phone: 305-5782**

**[sylvia.keys@uspto.gov](mailto:sylvia.keys@uspto.gov)**

### **Search Notes**

Dear Igor,

Please read through the results.

If you have any questions, please do not hesitate to contact me.

Sylvia

(FILE 'HOME' ENTERED AT 09:25:44 ON 05 AUG 2003)

FILE 'CONFSCI' ENTERED AT 09:26:14 ON 05 AUG 2003

L1           0 S (BUY? OR BOUGHT OR SELLING OR ACQUIR? OR PURCHAS? OR AUCTION?

File 344:Chinese Patents Abs Aug 1985-2003/Mar  
 (c) 2003 European Patent Office  
 File 347:JAPIO Oct 1976-2003/Apr(Updated 030804)  
 (c) 2003 JPO & JAPIO  
 File 350:Derwent WPIX 1963-2003/UD,UM &UP=200349  
 (c) 2003 Thomson Derwent  
 File 348:EUROPEAN PATENTS 1978-2003/Jul W03  
 (c) 2003 European Patent Office  
 File 349:PCT FULLTEXT 1979-2002/UB=20030731,UT=20030724  
 (c) 2003 WIPO/Univentio  
 File 256:SoftBase:Reviews,Companies&Prods. 82-2003/Jul  
 (c)2003 Info.Sources Inc  
 File 2:INSPEC 1969-2003/Jul W4  
 (c) 2003 Institution of Electrical Engineers  
 File 35:Disertation Abs Online 1861-2003/Jul  
 (c) 2003 ProQuest Info&Learning  
 File 65:Inside Conferences 1993-2003/Aug W1  
 (c) 2003 BLDSC all rts. reserv.  
 File 99:Wilson Appl. Sci & Tech Abs 1983-2003/Jun  
 (c) 2003 The HW Wilson Co.  
 File 233:Internet & Personal Comp. Abs. 1981-2003/Jul  
 (c) 2003 Info. Today Inc.  
 File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
 (c) 2002 The Gale Group  
 File 474:New York Times Abs 1969-2003/Aug 04  
 (c) 2003 The New York Times  
 File 475:Wall Street Journal Abs 1973-2003/Aug 04  
 (c) 2003 The New York Times  
 File 16:Gale Group PROMT(R) 1990-2003/Aug 05  
 (c) 2003 The Gale Group  
 File 148:Gale Group Trade & Industry DB 1976-2003/Aug 05  
 (c)2003 The Gale Group  
 File 160:Gale Group PROMT(R) 1972-1989  
 (c) 1999 The Gale Group  
 File 275:Gale Group Computer DB(TM) 1983-2003/Aug 05  
 (c) 2003 The Gale Group  
 File 621:Gale Group New Prod.Annou.(R) 1985-2003/Aug 05  
 (c) 2003 The Gale Group  
 File 636:Gale Group Newsletter DB(TM) 1987-2003/Aug 05  
 (c) 2003 The Gale Group  
 File 9:Business. & Industry(R) Jul/1994-2003/Aug 01  
 (c) 2003 Resp. DB Svcs.  
 File 15:ABI/Inform(R) 1971-2003/Aug 02  
 (c) 2003 ProQuest Info&Learning  
 File 20:Dialog Global Reporter 1997-2003/Aug 05  
 (c) 2003 The Dialog Corp.  
 File 95:TEME-Technology & Management 1989-2003/Jul W3  
 (c) 2003 FIZ TECHNIK  
 File 476:Financial Times Fulltext 1982-2003/Aug 05  
 (c) 2003 Financial Times Ltd  
 File 610:Business Wire 1999-2003/Aug 05  
 (c) 2003 Business Wire.  
 File 613:PR Newswire 1999-2003/Aug 05  
 (c) 2003 PR Newswire Association Inc  
 File 624:McGraw-Hill Publications 1985-2003/Aug 04  
 (c) 2003 McGraw-Hill Co. Inc  
 File 634:San Jose Mercury Jun 1985-2003/Aug 03  
 (c) 2003 San Jose.Mercury News  
 File 810:Business Wire 1986-1999/Feb 28  
 (c) 1999 Business Wire  
 File 813:PR Newswire 1987-1999/Apr 30  
 (c) 1999 PR Newswire Association Inc  
 File 48:SPORTDiscus 1962-2003/Jul  
 (c) 2003 Sport Information Resource Centre  
 File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec

?ds

Set	Items	Description
S1	1734067	(BUY? ? OR BUYING OR BOUGHT OR SELLING OR SALE? ? OR ACQUI- R? OR PURCHAS? OR AUCTION? OR BID? ? OR BIDDING?) (5N) (ADVERTI- S? OR MARKETING OR AD OR ADS OR PROMOTION?) NOT PY>2001
S2	62594	S1(5N) (SIMULTAN? OR REALTIME OR REAL()TIME OR DURING OR IN- TERACTIVE? OR AUTOMATIC? OR DYNAMIC? OR CURRENT? OR PRESENT? - OR INSTANT? OR IMMEDIAT? OR ON(1W)FLY OR ITERATIVE? OR BACK()- FORTH OR BACKWARD()FORWARD OR TIME()FRAME?)
S3	1017	S2(5N) (SPORT?()EVENT? ? OR SPORT OR SPORTS OR COMPETITIVE(- )SPORT? OR SPORT? OR GAME OR GAMES OR CONTEST? ? OR MATCH OR - MATCHES)
S4	433	S3 NOT GAME? ?
S5	209	RD (unique items)
S6	126	(TELEVISED OR INTERNET OR WWW OR WEB OR LIVE) (5N) (SPORT OR SPORT?) (5N) (ADVERTIS? OR AD OR ADS OR MARKETING OR PROMOTION?- ) (5N) (PURCHAS? OR SELLING OR BUY? ? OR BUYING OR BOUGHT) (5N) (- REALTIME OR DURING OR REAL()TIME OR CURRENT?)
S7	126	S6 NOT S5
S8	108	S7 NOT PY>2001
S9	61	RD (unique items)

recommended not to **purchase** products which **advertise** during the **matches** and that a strike is also a possibility. Anged, which represents Spain's large retailers...

5/3,K/4 (Item 2 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

06088607

SWEDEN: MOTOROLA TO SET UP A "RINK RECORD"  
SWEDEN: MOTOROLA TO SET UP A "RINK RECORD"  
Dagens Industri (DI) 09 Dec 1994 p.6  
Language: SWEDISH

... meet the Swedish ice-hockey league Djurgarden. This is the first time just one company **buys** the entire **advertising** space **during** an ice-hockey **match** in Sweden. \*...

5/3,K/5 (Item 3 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

05965038

cheaper lighters have boosted promotional sales, but have not harmed\  
UK: LIGHTER TAX ABOLITION - FEARS NOT REALISED  
Tobacco (TOB) Mar 1994 p.12-13  
Language: ENGLISH

... The demand for matches has also risen report Bryant and May Advertising Products. In the **matches** sector, Imperial **match** is **currently** carrying out a **marketing** programme which includes continental **sales**. Biro Bic has seen the demand for its range of 3 printed lighters rise over...

5/3,K/6 (Item 4 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

05080627

Football deal signals lift-off for satellite TV  
UK - BSKYB DISH SALES SET FOR TAKE-OFF AFTER FOOTBALL DEAL  
Independent (TI) 19 May 1992 p2

... Hill, BSkyB head of sports, in the UK football is the first, second and third **sport**. According to Zenith Media, **advertising** space **buying** company, **currently** around 11% of households have a satellite dish, rising to 25% in 1993 and to...

5/3,K/7 (Item 5 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

02244414

PRODIGY SERVICES TO LAUNCH JOINT MARKETING CAMPAIGN  
US - PRODIGY SERVICES TO LAUNCH JOINT MARKETING CAMPAIGN  
Advertising Age (AAE) 31 October 1988 p54  
ISSN: 0001-8899

... service and the number of monthly subscribers. The TV campaign is being switched to broadcast **ad buys** during prime time, early-morning and **sports** programming. Five commercials broke on 10/31/88 that highlight the many uses of the...

Communications personals. (includes multiple briefs on executive appointments)

Communications Daily, v17, n37, p6(1)

Feb 25, 1997

ISSN: 0277-0679

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 243

LINE COUNT: 00024

TEXT:

...George Greenberg moves to exec. vp-mktg., Fox Bcstg., from senior vp-creative dir., Fox **Sports** ... Dan Desmet, ex- **Interactive** Imaginations, appointed vp- **ad sales**, Prodigy Services... Donald McClellan, ex-Senate Commerce Committee, joins Progress & Freedom Foundation as telecom policy...

5/3,K/96 (Item 8 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

08718858

SUPPLIER NUMBER: 18318884

(USE FORMAT 7 OR 9 FOR FULL TEXT)

**Long on the right stuff. (BBDO orchestrated advertising campaign for Pizza Huts Stuffed Crust Pizza)**

Gloede, W.F.

MEDIAWEEK, v6, n21, p58(2)

May 20, 1996

ISSN: 1055-176X

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1012

LINE COUNT: 00075

...ABSTRACT: 25% with a television advertising campaign constructed by BBDO around its Stuffed-Crust Pizza. BBDO **bought advertising** time **during** telecasts of **sporting events** such as the NCAA Final Four and the Stanley Cup to target the primarily male...

5/3,K/97 (Item 9 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

07206660

SUPPLIER NUMBER: 14890070

(USE FORMAT 7 OR 9 FOR FULL TEXT)

**Newspapers and the 'new' consumer. (digital communications and newspapers) (Telecommunications and Interactive Newspapers)**

Elliott, Brendan; Miller, Thomas

Editor & Publisher, v127, n7, p 14TC(3)

Feb 12, 1994

ISSN: 0013-094X

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 1188

LINE COUNT: 00100

... could be forwarded to employers, or product inquiries and price offers could be matched to **advertisers** of used goods for **sale**.

Questions to be Addressed

These **interactive** concepts all **match** specific consumer needs identified by research, but some caveats adhere as well. The FIND/SVP...

5/3,K/98 (Item 10 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

06727483

SUPPLIER NUMBER: 14488973

(USE FORMAT 7 OR 9 FOR FULL TEXT)

**Jamesway may close more stores to remedy Chap. 11; discounter completes '93 remodeling program.**

Discount Store News, v32, n19, p3(1)

Oct 4, 1993

ISSN: 0012-3587

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 477

LINE COUNT: 00037

... advertisement for running wear specials, Paragon reports its best week of running apparel and shoe **sales** all year.

During the **promotion** Adidas offered a free **sports** towel with any footwear purchase.

Paragon also hosted a trio of equally gracious, albeit less...

5/3,K/120 (Item 3 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

02043245

**Prodigy, retailers join for big ad push**  
Advertising Age October 31, 1988 p. 54  
ISSN: 0001-8899

... service and the number of monthly subscribers. The TV campaign is being switched to broadcast **ad buys** during prime time, early-morning and **sports** programming. Five commercials broke on 10/31/88 that highlight the many uses of the...

5/3,K/121 (Item 4 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

01901512

**Kollmorgen - Sales & Consumption**  
Annual Report 1987 p. 0

... increased as manufacturing and administrative expenses were reduced in our motor facility in Ireland to **match current sales** levels. Development costs and **marketing** expenses continued to be invested in development-stage products, including magnetic bearings and a line...

5/3,K/122 (Item 5 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

01900657

**Z Channel Sues HBO, 4 Major Studios**  
Los Angeles Times (CA) March 29, 1988 p. iv;3

... that impaired Z Channel's ability to compete with HBO. Z Channel plans to begin **selling advertising** during its **sports events**, and to switch to satellite transmission from its current method of using terrestrial microwave transmission...

5/3,K/123 (Item 6 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

01775063

**Chrysler to back Triple Crown races**  
Wall Street Journal 3 Star, Eastern (Princeton, NJ) Edition September 22,  
1987 p. 36  
ISSN: 0043-0080

...be the primary sponsor of the Triple Crown thoroughbred horse races. The agreement includes additional **purchases** of **ad time** during ABC

**Sports** telecasts of the 3 races--the Kentucky Derby, Preakness and Belmont Stakes--that comprise one...

5/3,K/124 (Item 7 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

01761959

**Sailboard industry goes dead in the water**  
Providence Journal (RI) August 25, 1987 p. B;1

... Redmond, WA) is the leading US competitor, and there are several smaller US manufacturers. Bic **Sports** is offering a variety of **promotions** and incentives to increase **sales** and is the **current** US market leader.  
...

5/3,K/125 (Item 8 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

01626275

**47 Stores, 0 Ads.**  
CORPORATE REPORT MINNESOTA May, 1987 p. 37-401

...at full price, and gets the 2nd for \$0.05. In 12/86, Hal's **Sportswear** sold 228,000 sweaters **during** a nickel **sale**. Hal's **Sportswear** never **advertises**, but is careful in choosing store sites in high-traffic areas to generate walk-in...

5/3,K/126 (Item 9 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

00929568

**Cable TV system operators must show advertisers and ad agencies that cable can provide missing audiences, according to speakers at a 4/83 Cabletelevision Advertising Bureau conference.**  
Broadcasting April 11, 1983 p. 54,155

Several speakers offered suggestions on stimulating local cable TV **ad sales**: a tape **presentation** to **advertisers**, an efficient **sales** staff, a **sales presentation** using a **sports** figure as a narrator, testimonials from satisfied clients, strong use of direct mail, following advertising...

5/3,K/127 (Item 10 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

00871771

**Paper tissue and towel producers have been strengthening their advertising and promotions to fluff up flat sales.**  
Marketing & Media Decisions January, 1983 p. 13-1181

... tissue and towel products are rarely sold without promotional offers. For example, Marcal sold wallets **during** recent **sports promotions** --for each **purchase**, a \$1 rebate was offered on the next purchase of Marcal. The practice of reducing...

5/3,K/128 (Item 11 from file: 160)



(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

HONG KONG -- Asian joint venture sports network ESPN STAR **Sports** has taken over responsibility for **ad sales** coordination from START TV effective **immediately**, ESS announced last week. STAR TV will continue to sell airtime, but all coordination will...

5/3,K/149 (Item 10 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

2245248 Supplier Number: 02245248 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**SUZUKI BREAKS LONG AD SILENCE FOR GRAND VITARA**

(American Suzuki Motor Corp to launch \$30 mil national TV ad campaign for its Grand Vitara sport-utility aimed at 25-54-yr-olds with incomes of \$35,000-75,000)

Automotive News, p 4

September 21, 1998

DOCUMENT TYPE: Journal ISSN: 0005-1551 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 334

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...TV with a six-month, \$30 million advertising campaign to launch its Grand Vitara small **sport** -utility.

Suzuki's biggest-ever **ad** push includes **buys during** college football broadcasts, but most of the buy is on cable TV. ~~Print ads include...~~

5/3,K/150 (Item 11 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

1454599 Supplier Number: 01454599 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Buy me some banners and applets**

(Instant Sports sells advertising on its Java-enabled baseball site)

Advertising Age, p 38

April 01, 1996

DOCUMENT TYPE: Journal; News Brief ISSN: 0001-8899 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 55

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

Instant Sports, an Austin, Texas-based producer of **interactive sports** reporting, has begun **selling advertising** on its Java-enabled baseball site at <http://www.instantsports.com>, which bowed March 31...

5/3,K/151 (Item 12 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

1413943 Supplier Number: 01413943

**Labatt's twist on sport sponsorship wins British fans**

(Labatt Brewing Co Ltd's British unit has been able to convert high-profile sports promotion into sales gains and pioneer new marketing strategies)

Globe & Mail, p B5

02144790 71041234

**Sports programming may be big buy in upfront**

Friedman, Wayne

Advertising Age v72n15 PP: 36 Apr 9, 2001

ISSN: 0001-8899 JRNL CODE: ADA

ABSTRACT: Look for TV **sports** programming to help suffering TV **sales** organizations win **ad** commitments **during** next month's upfront if one or both of the expected writers' or actors' strikes...

5/3,K/155 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

02118348 68035240

**Back on track: Steve Davey, sales and marketing director, Raleigh**

Mason, Tania

Marketing PP: 22 Feb 1, 2001

ISSN: 0025-3650 JRNL CODE: MAR

WORD COUNT: 928

...TEXT: Faberge

1989-1992

National account sales manager, Scholl Consumer Products

1992-2000

Managing director, Spalding **Sports** UK

2000 - **present**

**Sales** and **marketing** director, Raleigh

5/3,K/156 (Item 3 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

02089900 63976866

**The discreet, smoke is definitely getting in Oakley's eyes**

Merritt, Mark

Presentations v14n11 PP: 22 Nov 2000

ISSN: 1072-7531 JRNL CODE: PRS

WORD COUNT: 730

...TEXT: and budget control and to quicken our turnaround time." Oakley produces countless in-house videos, **sports - marketing** videos, **sales presentations**, broadcast commercials and DVDs, so production is no easy task.

Two years ago, Oakley began...

5/3,K/157 (Item 4 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

01854001 05-04993

**BSkyB to charge more for ads on pub service**

Crawford, Anne-Marie

Marketing PP: 7 Jul 8, 1999

ISSN: 0025-3650 JRNL CODE: MAR  
WORD COUNT: 355

...TEXT: a different rate from those which appear during in-home football coverage.

Previously, if an **advertiser** **bought** a spot **during** a football **match**, it appeared during Sky's football coverage in and out of the home.

Sky is...

**5/3,K/158 (Item 5 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01711003 03-61993  
**Quenching the thirst**  
Levitt, Craig  
Discount Merchandiser v38n6 PP: 68-69 Jun 1998  
ISSN: 0012-3579 JRNL CODE: DMD  
WORD COUNT: 1553

...TEXT: when sales are traditionally high, observers say mass retailers do a very strong job of **selling** the category on a **promotional** basis. However, **during** the winter months **sports** drinks do not seem to get as much attention.

"There is an opportunity to treat...

**5/3,K/159 (Item 6 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01669342 03-20332  
**Franchise marketing online: From novelty to necessity**  
Alden, Matt  
Franchising World v30n4 PP: 19-24 Jul/Aug 1998  
ISSN: 1041-7311 JRNL CODE: FRA  
WORD COUNT: 1884

...TEXT: without becoming an expensive budget item. This makes for an attractive formula!

For instance, youth **sports** photography franchisor The **Sports** Section **currently** generates 25 percent of **sales** inquiries with online **advertising**. "We spend between 5 and 10 percent of our budget in online advertising, which generates...

**5/3,K/160 (Item 7 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00560604 91-34961  
**Telecommunications: The Next Voice You Hear. . .**  
Rottenberger, Kerry  
Sales & Marketing Management v143n8 PP: 50-54 Jul 1991  
ISSN: 0163-7517 JRNL CODE: SAL  
WORD COUNT: 2898

...TEXT: to deploying voice systems efficiently," adds Andrew Waite, former publisher of Inbound/Outbound magazine and **currently** vice president of **sales** and **marketing** for True **Sports** in Hillard, Ohio. "First of all,

July 08, 1999

JOURNAL CODE: FMKT LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 343

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... a different rate from those which appear during in-home football coverage.

Previously, if an **advertiser** bought a spot during a football match, it appeared during Sky's football coverage in and out of the home. Sky is...

5/3,K/197 (Item 34 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

06140314 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**EON takes to the sky to boost Perdana sales**

Zety Fazilah Baharuddin

BUSINESS TIMES (MALAYSIA), p05

July 10, 1999

JOURNAL CODE: FBTM LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 510

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... engine. Additional features include a sportier grille, spoiler and side skirts, new rear and stylish **sport** rims.

**Currently**, under its "**Buy** of the Century" **promotion**, EON is offering the Corporate Edition Auto from RM79,999 onwards and the model is ...

5/3,K/198 (Item 35 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

05124615 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Advertising and Marketing: The Sales Pitch**

**Top companies think nothing of spending crores to get maximum mileage from the tournament fever**

Priya Ramani

INDIA TODAY, April 19, 1999 ed, p54

April 28, 1999

JOURNAL CODE: WINT LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1047

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... will launch 25 new products, including seven CTV models, in the run up to the **matches**. Says Rajeev Karwal, vice-president (**sales** and **marketing**): "**During** the first half of 1999 we will rake in an additional Rs 50 crore in...

5/3,K/199 (Item 36 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

02844660 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Business Day: US ads giant eyeing Manchester United**

RICHARD PHILLIPS

EVENING STANDARD, A ed, p33

September 15, 1998

.9/3,K/1 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

08239735 Supplier Number: 69406570 (USE FORMAT 7 FOR FULLTEXT)  
**Nextel to expand base; On the wire: \$125 mil effort targets white-collar workers. (Brief Article)**  
Chura, Hillary; Elkin, Tobi  
Advertising Age, v71, p3  
Jan 1, 2001  
Language: English Record Type: Fulltext  
Article Type: Brief Article  
Document Type: Magazine/Journal; Trade  
Word Count: 732

... the company's most prominent TV showing to date, with a heavy emphasis on network **sports** and business programs on cable. The **buy** also includes radio, national and local print, outdoor and **Internet ads**. The effort will run **during** the National Football League playoffs and National Hockey League games, as well as on college...

9/3,K/2 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

08191969 Supplier Number: 68738804 (USE FORMAT 7 FOR FULLTEXT)  
**Traditional Ads are Dead!(due to changes brought by interactive television) (Brief Article)**  
Broadcasting & Cable, v130, n52, p56  
Dec 18, 2000  
Language: English Record Type: Fulltext  
Article Type: Brief Article  
Document Type: Magazine/Journal; Trade  
Word Count: 801

... small icon appears in the lower left of the screen, which allows the consumer to **purchase** that artist's CD instantaneously. Icons can also be used **during sports** games, traditional 30-second **advertising** spots, and **live** events.

Product Placement and Forced Viewing  
Product placement is the term that has been used...

9/3,K/3 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

08067362 Supplier Number: 67315416 (USE FORMAT 7 FOR FULLTEXT)  
**Rivals.com is 'Passionate' About Sports Fans' Diet. (TV advertising campaign) (Brief Article)**  
Ebenkamp, Becky  
Brandweek, v41, n44, p10  
Nov 13, 2000  
Language: English Record Type: Fulltext  
Article Type: Brief Article  
Document Type: Magazine/Journal; Trade  
Word Count: 265

... love our (individual) sites, but we need to connect them back to the brand."

The **ad** will air more than a dozen times on Fox **Sports** during NFL games played in New York, Chicago, Detroit and Atlanta. **During** various **sporting** events on Fox **Sports** Net, **buys** will be regional to concentrate on locales with high **Internet** penetration, such as San

Francisco and Rivals' hometown of Seattle.  
Rival Networks has enjoyed a...

9/3,K/4 (Item 4 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

08037993 Supplier Number: 66870689 (USE FORMAT 7 FOR FULLTEXT)  
**Rival Networks Launches Half Million Dollar Fourth-Quarter Advertising Campaign with FOX Sports.**  
Business Wire, p0394  
Nov 13, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 625

... FOX's College Football Saturday and will continue the relationship by launching 30-second spots during NFL games in New York, Chicago, Detroit and Atlanta. Regional FOX Sports Net advertising buys will appear in Seattle, hometown of Rival Networks, and San Francisco. These markets were selected due to the high concentration of Internet penetration and the strength of Rivals.com local publishers in the markets.  
Wolfe/Doyle in...

9/3,K/5 (Item 5 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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07880723 Supplier Number: 65822838 (USE FORMAT 7 FOR FULLTEXT)  
**Sprint and buy.com Give Customers Option to Shop ``On the Go'' Via the Sprint PCS Wireless Web.**  
Business Wire, p2113  
Oct 3, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 789

... allows customers to access buy.com from the "Shopping" section of the Sprint PCS Wireless Web. The initial version of buy.com's Wireless Web content provides the ability to purchase many products currently available at buy.com, including books, sports, videos, games, music, computers, software and electronics. As a special promotion, buy.com is offering free shipping for the first two months for every wireless order from...

9/3,K/6 (Item 6 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

07655583 Supplier Number: 63773131 (USE FORMAT 7 FOR FULLTEXT)  
**Free SPORTSDAQ Fantasy Sports Available to Web Publishers -- Market Leading, Sticky Application Democratizes Content Playingfield.**  
Business Wire, p0349  
July 31, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 310

... for sports fans, Sports Futures, Inc. is pleased to announce a free content offering for Web publishers seeking to increase advertising revenue opportunities.

The SPORTSDAQ market is the world's most flexible and dynamic

online fantasy **sports** market simulation platform available. Powered by the **buying** and **selling** decisions of **sports** fans, the **SPORTSDAQ** market offers the only fantasy **sports** game that responds to real-world events in **real - time** , 24/7. From football to cricket, no other fantasy sports offering covers as many sports...

9/3,K/7 (Item 7 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

07188357 Supplier Number: 61381688 (USE FORMAT 7 FOR FULLTEXT)  
**Total Sports Launches Advertising Campaign; Series of Retro Advertisements Celebrate Total Devotion to Sports.**  
PR Newswire, p4534  
April 7, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 503

... company that is targeted to the dedicated fan," said Chris Mead, Total Sports Director of **Marketing** . "Our **ads** have attitude, are distinctive and use humor to form an emotional connection with **sports** enthusiasts."

Total **Sports** is **currently** conducting an **advertising** agency review for both creative and media- **buying** . The review should be concluded within the next several weeks.

Total **Sports** is an event-centered online **sports** media company that focuses on providing **real - time** , event-centered sports coverage. The Total Sports networks of **Web** sites feature TotalCast(TM) **live** -event programming that integrates interactive graphical, textual and statistical analysis and information. Total Sports has...

9/3,K/8 (Item 8 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

06946491 Supplier Number: 58644070 (USE FORMAT 7 FOR FULLTEXT)  
**Road Runner Sports Corrects and Replaces Previous Online Sales Announcement, BW0643, CA-ROAD-RUNNER-SPORTS.**  
Business Wire, p0862  
Jan 18, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 500

... unheard of in the industry, is one of the benefits of belonging to Road Runner **Sports** ! Run America Club. The **current** roster of 421,388 club members also receive a 5 percent discount on **purchases** , shipping upgrades, a quarterly magazine called Fitness Runner and special **promotions** .

The whole package, **Internet** included, has produced a pacesetter in the running shoes industry.

9/3,K/9 (Item 9 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

06941467 Supplier Number: 58623776 (USE FORMAT 7 FOR FULLTEXT)  
**Roadrunnersports.com Same-Month-Sales Up Almost 1000%.**  
Business Wire, p0643  
Jan 18, 2000  
Language: English Record Type: Fulltext

Document Type: Newswire; Trade  
Word Count: 455

... unheard of in the industry, is one of the benefits of belonging to Road Runner **Sports** ' Run America Club. The **current** roster of 421,388 club members also receive a 5 percent discount on **purchases**, shipping upgrades, a quarterly magazine called Fitness Runner and special **promotions**.

The whole package, **Internet** included, has produced a pacesetter in the running shoes industry.

9/3,K/10 (Item 10 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

06733230 Supplier Number: 56533559 (USE FORMAT 7 FOR FULLTEXT)  
**HyperBanner Extends Global Reach of Internet Companies;**  
**FirstEntertainment.com, @watch and Fifty-Plus.net Click On with Global Banner Exchange.**  
Business Wire, p0309  
Oct 19, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 958

... music, sports information, online shopping and original content programming.

"We are very excited about our **advertising** relationship with HyperBanner," states Robert Fuchs, director of sales and **marketing** for First 2 Market Development, the **Web** Development team for FirstEntertainment.com. "This **current** media **buy** will target visitors for our Entertainment, **Sports** and e-commerce areas."

Canada's Fifty-Plus.net is also a major **advertiser** on the HyperBanner Network. The **Web** portal for Canadians over 50 chose to purchase advertising space specific to their audience, rather...

9/3,K/11 (Item 11 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

06498334 Supplier Number: 55197896 (USE FORMAT 7 FOR FULLTEXT)  
**DIRECTV, Inc. Announces Equity Investment in Wink Communications; DIRECTV Plans to Deliver Wink to 4 Million Receivers by End of 2001.**  
Business Wire, p0644  
July 20, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 587

... of DIRECTV receivers to accelerate the transition to Wink-enabled models.

Wink's technology allows **advertisers** and networks to create interactive enhancements to accompany traditional television **ads** and programs. By clicking their remote control **during** an enhanced program or **advertisement**, viewers get program-related information such as local weather and **sports** updates, product samples and coupons, and can make **purchases** instantly. Wink differs from **Internet** access on television as it enhances and is broadcast with existing shows and commercials and...

9/3,K/12 (Item 12 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.



06384869 Supplier Number: 54786193 (USE FORMAT 7 FOR FULLTEXT)

**MASS MEDIA.**

Communications Daily, v19, n106, pNA

June 3, 1999

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 774

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...new media companies are key part of corporate strategy because "our company's assets in **promotion**, branding and **advertising** sales create key strengths to each **Internet** partnership we create." CBS already has 20% investment in **SportsLine** USA and 38% in MarketWatch.com, **currently** valued at more than \$500 million, and letters of intent to **buy** stakes in hollywood.com, storerunner.com and office.com in return for **ad** and **promotion** time. Meanwhile, CBS **SportsLine** announced Wed. that it has acquired minority interest in **Internet** record and music **promotion** company SportsSound Inc. SportsSound will produce proprietary compilations of music to be available exclusively over **Internet**.

9/3,K/13 (Item 13 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

05692624 Supplier Number: 55420579 (USE FORMAT 7 FOR FULLTEXT)

**WESTERN UNION Fine-Tunes ITS MESSAGE.**

ADWEEK Eastern Edition, v39, n15, p37

April 13, 1998

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 629

... use cable networks not just to ensure reach, but to aggressively add value to our **advertising**'s impact." The company sponsored special programming in conjunction with Black History Month. **During** third quarter, it will run four One-to-Watch segments on BET's music show, Planet Groove.

Western Union also **bought** time on fX, which created an In Living Color marathon for the **advertiser**.

A wide mix of traditional **sports** have also carried Western Union messages. "Basketball, boxing and baseball did best," Goldman says.

On ESPN, Western Union has **bought** boxing, baseball and **Sports** Center. On TBS, it has **bought** Braves baseball and on Fox, we sponsored national pre-game shows that aired prior to **live** local events."

In keeping with its tagline, "the fastest way to send money worldwide," Western...

9/3,K/14 (Item 14 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

05662993 Supplier Number: 50123918 (USE FORMAT 7 FOR FULLTEXT)

**ESPN goalies block Cup ads**

Friedman, Wayne

Hollywood Reporter, v353, n10, p4

June 26, 1998

Language: English Record Type: Fulltext

Article Type: Article

Document Type: Magazine/Journal; Trade

Word Count: 735

... entire campaign, which will run through July 12.

ABC Inc. also partially blocked Fox's **marketing**. Its owned-and-operated stations also refused to run Fox **Sports** World spots, but 15 non-owned ABC affiliates in the top 25 markets are running the **ads**, said Liguori. Additionally, he added, Fox has **bought** a huge multimarket newspaper campaign **during** the event.

To further push the visibility of its **televised** soccer events, Fox **Sports** World will offer a number of its soccer matches via pay-per-view this fall...

9/3,K/15 (Item 15 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

04929878 Supplier Number: 47246035 (USE FORMAT 7 FOR FULLTEXT)

**AdTech Conference - Exhibitors Fill Show With Wares 03/27/97**

Wood, Bob

Newsbytes, pN/A

March 27, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; General Trade

Word Count: 495

... e-mail messages only go to people who want them, Mercury Mail said its new **ad** service "marks a new level of guaranteed reach and measurement for **advertisers** **currently** **buying** **banner** **advertising**."

The service claims to be one of the world's largest online publishing services, sending via e-mail news, **sports**, stock news, weather reports, entertainment news, and personal reminders.

Narrative Communications Corp. ([http:// www .narrative.com](http://www.narrative.com) ) said it has released a special **Web** browser plug-in and long-playing animated Web advertisement based on the Netscape One Platform...

9/3,K/16 (Item 16 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

04496649 Supplier Number: 46604280 (USE FORMAT 7 FOR FULLTEXT)

**NFL, ESPN, Starwave take Web strategy to new level**

Advertising Age, p24

August 5, 1996

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Tabloid; Trade

Word Count: 324

... injury report, NFL news and a weekly game preview.

The NFL, Starwave and ESPN are **selling** **ads** collaboratively, focusing first on **current** NFL **sport** sots like McDonald's Corp., Ford Motor Co. and Nike.

Starwave this month will launch an online **advertising** campaign to promote NFL.com. ESPN and the NFL will also promote the site via traditional media, both during **televised** games on network and cable TV and in print.

'The significant value of the partnership...

9/3,K/17 (Item 17 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

04391007 Supplier Number: 46441159 (USE FORMAT 7 FOR FULLTEXT)

**Advertisers Discuss Web Advertising Strategies And Spending**

Electronic Marketplace Report, v10, n11, pN/A

June 4, 1996

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1173

... according to vice president of marketing Kenneth Dotson. SportsLine will spend over \$1 million on **Web advertising** in 1996, Dotson said.

SportsLine **advertises** on major search engines, as well as content areas like The New York Times. The service is **currently advertising** on 30 to 40 different **Web** sites. For special events or **promotions**, such as Fantasy Baseball, **SportsLine purchases** banners linked to different sites.

Content sites with a regional slant figure in the company's strategy. **SportsLine** is focusing on big **sports** cities, such as New York. Former New York Jets quarterback Joe Namath and rookie running...

9/3,K/18 (Item 18 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

03383909 Supplier Number: 44697519 (USE FORMAT 7 FOR FULLTEXT)

**Ops Say 'Hola' to Spanish Nets for Local Ads**

Multichannel News, v0, n0, p94

May 23, 1994

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1458

... very aggressive about it and pursue relationships that work between local systems and us. Local **ad** insertion is one of the varied incentives for them to carry us.'

In its upgraded areas in San Diego, Cox Cable has pioneered **selling** local **advertising** on La Cadena Deportiva, which runs **live sports** such as soccer **during** primetime.

'We are very much interested in providing that kind of target-marketing option,' said...

9/3,K/19 (Item 19 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

02653734 Supplier Number: 43534662 (USE FORMAT 7 FOR FULLTEXT)

**DeVito: Live Event Tix Sales Still World Wrestling's Bread & Butter**

Amusement Business, p35

Dec 21, 1992

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 943

... and promotion for Titan Sports, parent company of the WWF, which promotes more than 600 **live** WWF events internationally each year. DeVito's responsibilities include the worldwide **marketing** of WWF events, sponsorships, television network and pay-per-view events.

Titan **Sports** is a third generation company whose **current** president and owner Vince McMahon **purchased** the business from his father. 'Mr. McMahon's grandfather was a boxing matchmaker,' DeVito told...

9/3,K/20 (Item 20 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

02412011 Supplier Number: 43174257 (USE FORMAT 7 FOR FULLTEXT)

**Are Mets striking out?: Revenues fall from Flushing team's foul play**

Crain's New York Business, p1

July 26, 1992

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Tabloid; Trade

Word Count: 1059

... club's ratings have dropped instead to a 5.4 average through the first 45 **televised** games, down 27% from a 7.3 average in the first half of 1991.

As a result, WWOR must offer **advertisers** 'make-goods' to compensate for the viewers it guaranteed but didn't deliver. The Secaucus station is also running into more trouble **selling** spot **ads** **during** games and may earn lower baseball **ad** revenues this year.

Cable TV hurting too

The fallout is now spreading to **SportsChannel** New York, the Mets' cable TV outlet. While the pay-cable network enjoyed 'very strong' upfront **ad** sales and aims to surpass last year's \$5.8 million in ad revenues, it

...

9/3,K/21 (Item 21 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

01662137 Supplier Number: 42061655 (USE FORMAT 7 FOR FULLTEXT)

**TBS readies for the next big leap**

Electronic Media, p12

May 6, 1991

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 3159

... more as earnings and the economy improve," Mr. Barbera said.,

In contrast to the weakening **ad** support for much of the costly **live** sports on ABC, CBS and NBC, TBS has exceeded its own revenue expectations in **sports**, particularly with its NBA telecasts.

Ironically, under a pre-negotiated deal with CBS, CBS is **selling** TBS's **ad** time **during** its broadcast portion of the 1992 Olympic Games, for which the two organizations are sharing licensing expenses.

**Sports advertising**, which amounts to about \$100 million annually on TNT and TBS, is sold on a...

9/3,K/22 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

13042133 SUPPLIER NUMBER: 68160393 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Replay TV tackles men with its fourth-quarter ad drive.**

Gaudiosi, John

Video Business, 20, 48, 28

Nov 27, 2000

ISSN: 0279-571X LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 406 LINE COUNT: 00033

... purchases via the Internet.

While male sports fans are obvious targets for DVR with its **live** pause and replay features, Hollingsworth is also aiming Replay TV's message at working women who can use Replay to record shows **during** the day.

Having spent heavily on **ads** **during** the Summer Olympics (a \$6 million **buy**) and the World Series Replay TV is sticking with **sports** through next year. NFL programming is the prime target, with Replay TV **ads** scheduled to run during every football game this season on Fox and CBS. Hollingsworth said...

9/3,K/23 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

11111116 SUPPLIER NUMBER: 54827401 (USE FORMAT 7 OR 9 FOR FULL TEXT)

NOTEBOOK.

Television Digest, 39, 23, NA

June 7, 1999

ISSN: 0497-1515

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 2619

LINE COUNT: 00215

... new media companies are key part of corporate strategy because "our company's assets in **promotion**, branding and **advertising** sales create key strengths to each **Internet** partnership we create." CBS already has 20% investment in **SportsLine** USA and 38% in MarketWatch.com, **currently** valued at more than \$500 million, and letters of intent to **buy** stakes in hollywood.com, storerunner.com and office.com in return for **ad** and **promotion** time. Meanwhile, CBS **SportsLine** said it has acquired minority interest in **Internet** record and music **promotion** company SportsSound Inc. SportsSound will produce proprietary compilations of music to be available exclusively over **Internet**.

\* FCC will assist with global telecom reform by helping developing countries "move forward in building...

9/3,K/24 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

09971296 SUPPLIER NUMBER: 20020717 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Award winners. (top corporate Websites) (includes related article describing the award-winning Websites) (Technology Buyer's Guide) (Internet/Web/Online Service Information)**

Fortune, v136, nspeiss, p242(7)

Wntr, 1998

ISSN: 0015-8259

LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 4275

LINE COUNT: 00338

...ABSTRACT: easy navigation, wealth of information and downloading speed, are selected as the best among thousands **currently** on the **Web**. The chosen sites span the range of services, from **selling** software and **sporting** goods, to providing advice for the heartbroken to **selling** stocks and travel packages. There are various Website categories: general **promotion** and brand identity, which are largely designed for women Web users; transactional, which is focused...

9/3,K/25 (Item 4 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

09407763 SUPPLIER NUMBER: 19281335 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**The not so big Web four: what's stopping the TV broadcast nets from selling on the Web? (World Wide Web) (Column)**

Silverman, Robert

Inside Media, v9, n3, p16(1)

Feb 12, 1997

DOCUMENT TYPE: Column

ISSN: 1046-5316

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 1370

LINE COUNT: 00107

Television easily can drive scores of users to rented **Web** sites, in turn allowing those sites to sell robust CPMs to **advertisers**. Nothing new

with that statement, right?

ESPNET has such **promotion** on cable, **SportsLine** is in talks to get some on broadcast TV, and Auto-By-Tel **purchased** big-bucks **ad** time on Fox **during** the Superbowl just to get a little of it.

So how come ABC, CBS and...

9/3,K/26 (Item 5 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

07313828 SUPPLIER NUMBER: 15696465 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Ops say 'hola' to Spanish nets for local ads. (Spanish cable networks)**

Moss, Linda

Multichannel News, v15, n21, p94(2)

May 23, 1994

ISSN: 0276-8593

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 1479

LINE COUNT: 00126

... very aggressive about it and pursue relationships that work between local systems and us. Local **ad** insertion is one of the varied incentives for them to carry us."

In its upgraded areas in San Diego, Cox Cable has pioneered **selling** local **advertising** on La Cadena Deportiva, which runs **live sports** such as soccer **during** primetime.

"We are very much interested in providing that kind of target-marketing option," said...

9/3,K/27 (Item 6 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

06509919 SUPPLIER NUMBER: 14410919 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Use early season success to develop ski heroes. (Racing)**

Kelly, Tom

STN, v17, n4, p30(1)

Feb, 1993

ISSN: 1061-4524

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 701

LINE COUNT: 00051

... record-length match. But skiing needs more clout to avoid such problems and demand more **live** coverage itself.

Skiing is in a position to help determine its own destiny. It is crucial for the industry to **buy advertising** on TV programs featuring skiing--that is our best medium for creating ski heroes. Unfortunately, skiing is **currently** the only participant **sport** on ESPN that does not enjoy strong industry support.

All of us in the ski...

9/3,K/28 (Item 7 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

06219948 SUPPLIER NUMBER: 13832852 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**DeVito: live event tix sales still world wrestling's bread & butter.**

(senior vice president of marketing and promotion for TitanSports Inc.

**Basil DeVito)**

Waddell, Ray

Amusement Business, v104, n51, p35(3)

Dec 21, 1992

ISSN: 0003-2344

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 1001

LINE COUNT: 00074

... and promotion for Titan Sports, parent company of the WWF, which promotes more than 600 **live** WWF events internationally each year. DeVito's responsibilities include the worldwide **marketing** of WWF events, sponsorships, television network and pay-per-view events.

Titan **Sports** is a third generation company whose **current** president and owner Vince McMahon **purchased** the business from his father. "Mr. McMahon's grandfather was a boxing matchmaker," DeVito told...

9/3,K/29 (Item 8 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

04069245 SUPPLIER NUMBER: 07549996 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**L.A. Clippers first to sign with 'new breed' courtside signage. (Los Angeles Clippers, Adtime's modular courtside displays)**  
PR Newswire, 0822NY041  
August 22, 1989  
LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 417 LINE COUNT: 00032

... be considered a new form of media," notes Valdiserri. "It's much like a TV **ad buy**, but since an ADTIME message is seen by the broadcast audience **during** the **live** -action of a **sporting** event, its impact is unparalleled."

The ADTIME system, which is currently being marketed to team...

9/3,K/30 (Item 9 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

02978807 SUPPLIER NUMBER: 04570999 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Chicago Bar and Grill offers D.C. a touch of the Windy City. (Bar Management)**  
Nation's Restaurant News, v20, pS39(1)  
Nov 24, 1986  
ISSN: 0028-0518 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 701 LINE COUNT: 00053

... Chicago Bar and Grill in the nation's capital.  
Old Style, sold as a special **promotion** for \$1 a can **during** **televised** Chicago **sports** events, is the operation's best- **selling** beer, averaging sales of 80 cases a week, Tracy said. The beer is **currently** accounting for 8.2% of total sales and 24% of liquor sales, he said.  
The...

9/3,K/31 (Item 10 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

02966042 SUPPLIER NUMBER: 04304063 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Corporations toe the party line. (corporate entertaining)**  
Reed, Julia  
U.S. News & World Report, v101, p42(2)  
July 14, 1986  
ISSN: 0041-5537 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1601 LINE COUNT: 00122

... Queen Elizabeth 2.  
Companies like Ford and Coke and the big beer corporations have traditionally **bought** commercial air time **during** **televised** **sports** events, partly because of the blocks of tickets and party invitations they receive from the network airing the game. Ed Meyer, chairman of Grey

**Advertising** , says automobile makers and beer companies in particular have historically justified the high cost of...

9/3,K/32 (Item 1 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2003 The Gale Group. All rts. reserv.

02050454 SUPPLIER NUMBER: 19257201 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**AdTech Conference - Exhibitors Fill Show With Wares.**  
Newsbytes, pNEW03270009  
March 27, 1997  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 514 LINE COUNT: 00045

... e-mail messages only go to people who want them, Mercury Mail said its new **ad** service "marks a new level of guaranteed reach and measurement for **advertisers currently buying banner advertising**."

The service claims to be one of the world's largest online publishing services, sending via e-mail news, **sports** , stock news, weather reports, entertainment news, and personal reminders.

Narrative Communications Corp. ([http:// www .narrative.com](http://www.narrative.com) ) said it has released a special **Web** browser plug-in and long-playing animated Web advertisement based on the Netscape One Platform...

9/3,K/33 (Item 1 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2003 The Gale Group. All rts. reserv.

02906576 Supplier Number: 75465349 (USE FORMAT 7 FOR FULLTEXT)  
**Gillette Goes to the Mat With Comedian Dave Chappelle in New Advertising for Right Guard xtreme Sport.**  
Business Wire, p2337  
June 12, 2001  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 498

... by BBDO, New York, and will air on prime time programs such as "The Simpsons," **during** late night programs such as "Late Show with David Letterman" and "Politically Incorrect with Bill Maher" and various syndicated programs.

The television **advertising** will be supported by a print, in-theatre and **Internet** campaign, as well as point-of **purchase** , all featuring Dave Chappelle. Print **ads** will begin appearing in August issues of extreme **sports** , entertainment and general interest publications, such as Stuff, Maxim, **Sports Illustrated**, EXPN and Snowboarder.

"Dave Chappelle's irreverent humor and extreme wrestling is a perfect...

9/3,K/34 (Item 2 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2003 The Gale Group. All rts. reserv.

02550941 Supplier Number: 62959854 (USE FORMAT 7 FOR FULLTEXT)  
**Leading Brands Samuel Adams, PUMA and Nissan Select LOAD Media Network to Deliver Targeted Commercials Online.**  
Business Wire, p0510  
June 26, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 874



... shows promoting DreamWorks Pictures' theatrical release "Road Trip," distributed by DreamWorks from the film's **Web** site and on Enhanced CDs.

LOAD Media Network **currently** provides video delivery services for more than 150 content providers, from more than 250 partner distribution **Web** sites. Categories of content available for **ad buys** range from daily news to **sports**, movies, fashion, and instructional shows; LOAD Media Network's platform enables **advertisers** to more effectively target by interest or demographic.

With LOAD Media Network's AOD(TM...

**9/3,K/35 (Item 3 from file: 621)**

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

(c) 2003 The Gale Group. All rts. reserv.

02130147 Supplier Number: 55268988 (USE FORMAT 7 FOR FULLTEXT)

**Hughes Network Systems Announces Agreement with Wink Communications.**

PR Newswire, p9568

July 27, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 599

... Wink's technology allows advertisers and networks to create interactive enhancements to accompany traditional television **ads** and programs. By clicking their remote control **during** an enhanced program or **advertisement**, viewers get program-related information such as local weather, **sports** updates, product samples, and coupons as well as the ability to **purchase** products. Wink differs from **Internet** access on television as it enhances, and is broadcast with, existing shows and commercials and...

**9/3,K/36 (Item 1 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2003 The Gale Group. All rts. reserv.

03829490 Supplier Number: 48317260 (USE FORMAT 7 FOR FULLTEXT)

**NEW YORK IS IAB'S KINDA TOWN**

Media Daily, v4, n5, pN/A

Feb 26, 1998

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 262

... also re-elected as chairman Rich LeFurgy, senior VP of advertising for ABC News/ESPN **internet** ventures; as vice-chairman Richy Glassberg, VP/GM of Turner interactive marketing and sales; as secretary Kate Everett Thorp, president/CEO of Lot21 interactive **advertising** group; and as co-treasurers Molly Ford, VP of AOL.com, and Jed Savage, VP of sales for CBS **SportsLine**.

The group said its **current** membership numbers over 175 companies either **selling** or supporting the sale of **Internet advertising**.

=Cowles/Simba Media Daily 2/26/98=

COPYRIGHT 1998 Cowles-SIMBA Information

**9/3,K/37 (Item 2 from file: 636)**

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2003 The Gale Group. All rts. reserv.

03719542 Supplier Number: 48036252 (USE FORMAT 7 FOR FULLTEXT)

**CNN INTERACTIVE: CNN web sites mirrored in Europe**

M2 Presswire, pN/A

Oct 7, 1997  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 551

... through UUNET UK.

The mirrored sites allow faster access to the two sites for European **Internet** users. The mirroring also enables **Web advertisers** to have a Pan-European **advertising buy** on Europe.CNN.com and Europe.CNNfn.com. In addition CNNSI.com, a joint **sports** site with **Sports Illustrated**, will set up a European mirror **during** the last quarter of 1997.

Saab joins Europe.CNN.com and Europe.CNNfn.com as...

9/3,K/38 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

3275159 Supplier Number: 03275159 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Pumping Up Retail -- Retailers are relying on IT to steer them through uncertain times**

(Saks uses Buyers WorkMate tool, which designs a size grid for each store, determines which store gets how many pieces of merchandise, and breaks stores into tiers by size)

Information Week, p 38

October 29, 2001

DOCUMENT TYPE: Journal ISSN: 8750-6874 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2296

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...for returning customers, called Your Store, which lets shoppers track what they've viewed and **bought** in the past and lets Amazon pitch related products.

Jeff Handler, senior VP of **marketing** and **advertising** for **Sports Authority Inc.** in Fort Lauderdale, Fla., is using IT to blur the boundaries between in-store, **Web**, and direct **marketing**. **During** the last holiday season, **Sports Authority** tested **marketing** software called Allink Agent, from Harte-Hanks Inc., that analyzes point-of-sale and Web...

9/3,K/39 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

3012463 Supplier Number: 03012463 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Nextel to expand base**

(Nextel Communications breaks an over \$125 mil marketing effort on 1/6/01 targeting white-collar mobile professionals who use wireless communications services frequently; campaign will feature television commercials, interactive spots, direct marketing, radio and print ads)

Advertising Age, v 71, n 52, p 3+

January 01, 2001

DOCUMENT TYPE: Journal ISSN: 0001-8899 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 654

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...the company's most prominent TV showing to date, with a heavy emphasis on network **sports** and business programs on cable. The **buy** also

includes radio, national and local print, outdoor and **Internet ads** .

The effort will run **during** the National Football League playoffs and National Hockey League games, as well as on college...

9/3,K/40 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

2976966 Supplier Number: 02976966 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Rivals.com is 'Passionate' About Sports Fans' Diets**  
(Rivals.com will spend \$1 mil on advertising on Fox Sports and Fox Sports Net during fourth quarter-2000, in an effort to increase traffic to its online sports site)

Brandweek, v XLI, n 44, p 10

November 13, 2000

DOCUMENT TYPE: Journal ISSN: 1064-4318 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 249

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...love our (individual) sites, but we need to connect them back to the brand."

The **ad** will air more than a dozen times on Fox **Sports** **during** NFL games played in New York, Chicago, Detroit and Atlanta. **During** various **sporting** events on Fox **Sports** Net, **buys** will be regional to concentrate on locales with high **Internet** penetration, such as San Francisco and Rivals' hometown of Seattle.

Rival Networks has enjoyed a...

9/3,K/41 (Item 4 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

2453076 Supplier Number: 02453076 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Intersport muscles in on Internet sales plans**  
(Intersport has launched direct response advertising in 10 national sports/fitness journals in a bid to get readers to call for the nearest store carrying Intersport goods; the firm is considering Internet sales)

Precision Marketing, p 8

April 26, 1999

DOCUMENT TYPE: Journal ISSN: 0955-0836 (United Kingdom)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 190

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

Intersport, the **buying** and **marketing** group for independent **sports** retailers, is considering moving into E-commerce in a bid to reach a wider market.

The group **currently** only sells **sports** clothing and equipment to independent retail outlets, but is now looking at the possibilities of **selling** directly over its **Internet** site.  
However, Intersport's plans could come a cropper if it is unable to secure  
...

.9/3,K/42 (Item 5 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

2360618 Supplier Number: 02360618 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Purchase of Florida-Based Concert Business Puts SFX Atop Industry**  
**(Cellar Door acquired by SFX Entertainment for \$105 mil cash/stock deal as**  
**part of concert promoter acquisition strategy)**

Miami Herald , p N/A

January 27, 1999

DOCUMENT TYPE: Regional Newspaper ISSN: 0898-865X (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1118

ABSTRACT:

...a national tour in one phone call.

SFX's strategy: to be the dominant booking, **promotion** and management company for **live** entertainment.

Sillerman, a former radio mogul, sold SFX Broadcasting in August 1997 and began **buying** concert promoters. **During** the last two years, SFX has acquired 19 companies including Miami's Magicworks Entertainment, a theater producer and promoter and **sports** marketer; Pace Concerts and Falk Associates Management Enterprises which represents NBA players, including Michael Jordan...

9/3,K/43 (Item 6 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

2185601 Supplier Number: 02185601 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**ESPN goalies block Cup ads**  
**(ESPN is blocking Fox ads promoting coverage of fall soccer leagues during**  
**its broadcasts of World Cup soccer matches)**

Hollywood Reporter, v CCCLIII, n 10, p 4+

June 26, 1998

DOCUMENT TYPE: Journal ISSN: 0018-3660 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 742

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...spots, but 15 non-owned ABC affiliates in the top 25 markets are running the **ads**, said Liguori. Additionally, he added, Fox has **bought** a huge multimarket newspaper campaign **during** the event.

To further push the visibility of its **televised** soccer events, Fox **Sports** World will offer a number of its soccer matches via pay-per-view this fall...

9/3,K/44 (Item 7 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

1659562 Supplier Number: 01659562 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**PEPSI BID BEATS COCA-COLA FOR SEATTLE STADIUM CONTRACT**  
**(Pepsico's two-year, \$1.4 mil/yr sponsorship deal with the Seattle Mariners**  
**goes unchallenged by Coca-Cola Co)**

Atlanta Journal & Constitution , p N/A

October 21, 1996

DOCUMENT TYPE: Regional Newspaper ISSN: 0093-1179 (United States)

LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 373

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...be a two- year deal for around \$1.4 million a year.

But Coke's **sports marketing** executives felt the price was too high. The baseball team wanted the company to **buy** more commercial time **during** its **televised** games than Coca-Cola had in the past.

"We will not commit to any sponsorship...

9/3,K/45 (Item 8 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

1414116 Supplier Number: 01414116

**Advertising/Gianna Jacobson**

(Auto racing, once an area only for beer, tobacco, motor oil advertisers, is now drawing mass merchandisers; Corporate America spent more than \$100 mil on racing sponsorships in 1995)

New York Times , p C5

February 21, 1996

DOCUMENT TYPE: National Newspaper ISSN: 0362-4331 (United States)

LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:

...from sports sponsorships. Sponsors pay \$250,000 to \$5 mil to get in on the **advertising** action in racing, and sponsors get constant exposure for their brand names **during** nationally **televised** races. Surveys show that racing fans **buy** products tied to their **sport** far more often than fans of other **sports** . Auto racing in the US is a business valued at \$1 bil, and is growing...

9/3,K/46 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

02076246 62718154

**The Lion in Winter**

Lacter, Mark

Forbes PP: 092-94 Oct 30, 2000

ISSN: 0015-6914 JRNL CODE: FBR

WORD COUNT: 1188

...TEXT: Microsoft billionaire Paul Allen, who reminded him that the two things people can still watch **live** are news and **sports** . Then he considered the possibilities of converging all his properties into one cohesive **marketing** machine.

Weeks after Rogers **bought** the team, the convergence has begun. **During** a late-season home game, a Rogers AT&T Wireless commercial was shown on the...

9/3,K/47 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01257079 99-06475

**The North American sports explosion**

Bednarek, Michael; Peterson, Richard  
Managing Intellectual Property n60 PP: 34-38 Jun 1996  
ISSN: 0960-5002 JRNL CODE: MPR  
WORD COUNT: 3067

...TEXT: the media, especially network television and cable television media. Due to the tremendous popularity of **televised sporting** events, these television networks are able to profit by **selling advertising** or sponsorship time **during** the broadcast of the **sporting** event. Sponsors use the time to present commercials regarding their products and services.

This arrangement...

9/3,K/48 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00877494 95-26886  
**Boycott phobia: Separating fact from fiction**  
Pfalzgraf, Jenny  
American Advertising v10n2 PP: 18-20 Summer 1994  
JRNL CODE: ADV  
WORD COUNT: 1622

...TEXT: t win them all. We get complaints from people who think there are too many **sports** on TV," he says, noting that GM often **buys** spots **during live sports** broadcasts. "And if there's an extreme event such as a fight, people will call and ask why we waste our **ad** dollars on violent programming. Well, obviously, you can't predict what's going to happen...

9/3,K/49 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

17742043 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**How to sell to farmers**  
SECTION TITLE: Business  
NEW ZEALAND HERALD  
July 12, 2001  
JOURNAL CODE: WNZH LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 1100

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... like watching and are very loyal to," says Mr Watt. "TV One, the news, and **sport**, with the weather another particularly popular segment. The **ads** were placed in those slots, with some supplementary coverage in the farming press, point-of- **purchase** promotion and limited radio coverage."

The **internet** 's ability to supply the community with **real - time** information is increasingly popular. Between 50 and 60 per cent of all full-time farmers...

9/3,K/50 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

14708830  
**Insurers Pass on Advertising During Super Bowl**  
BESTWIRE  
January 18, 2001

JOURNAL CODE: WBSW LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 1080

... become an advertising icon, generating e-mails, "duck gear" that's sold on the Aflac **Web** site and is helping to boost the company's brand recognition among U.S. consumers. Johnson plans to continue Aflac's **advertising** momentum through 2001 focusing on **buying** time **during** **sports** programming, prime-time news, cable and prime-time network shows. Aflac expects to keep its 2001 **ad** budget in last year's \$35 million range. Overall, ad sales are not brisk for...

9/3,K/51 (Item 3 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

10421517

1st Ed - HANDS ACROSS THE CONTINENT

SECTION TITLE: Advertising & Marketing  
Tony Koenderman  
FINANCIAL MAIL, p73  
March 31, 2000  
JOURNAL CODE: WFML LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 466

... by the Africa Cup of Nations. Soccer is huge in Africa and money follows soccer. **Advertisers** can **buy** time across the network for up to US\$500 for a prime-time 30-second spot **during** a special **live sport** event, or as cheaply as \$320 off-peak. You can also **buy** regionally or locally. Though the rates look cheap, you're not sure exactly what audience you're...

9/3,K/52 (Item 4 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

05250511 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**A Letter From the Chairman; The Company's Current Positioning and Future Potential**

BUSINESS WIRE

May 10, 1999

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 770

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... develops and maintains technical processes and software that enhances the Company's products, services and **Internet** delivery. The Company's "Vote" software, that automatically matches resumes with job postings, is **currently** under license to topjobs.net inc.

The **advertising** division of DISX, Broadcast and **Internet** Media Services, **purchases** **advertising** from TV, radio and **sport**'s **marketing** for **Internet** companies. An annual renewable contract with topjobs.net inc has led to TV and radio **advertising** **buys** in the Salt Lake City, Houston, and Los Angeles markets. The Los Angeles market also...

9/3,K/53 (Item 5 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

04502269 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Circle Laboratories enters \$600 M facial care market with US patent for world's first portable acne pads**

CHEMICAL BUSINESS NEWSBASE (PRESS RELEASE)

March 02, 1999

JOURNAL CODE: FPRR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 196

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... feature designer fragrances, gentle cleansers and alcohol to clean, cool and refresh weary travelers and **sports** enthusiasts.

Circle Systems Inc has innovatively used the **Internet** as a **selling** tool for Pocket Scrubz.

A direct response television campaign is **currently** **advertising** a three month supply of Pocket Scrubz that comes with a free Motorola pager, free...

9/3,K/54 (Item 6 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2003 The Dialog Corp. All rts. reserv.

03744374 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Fogdog Sports Adds New Touch to Cyberspace: the Human Touch**

BUSINESS WIRE

December 14, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 736

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... a bank can hold a credit card holder liable for fraudulent charges.

As a special **promotion** **during** the holiday shopping season, Fogdog **Sports** is offering free ground shipping on United States **purchases** through December 31.

About Fogdog **Sports**

Fogdog **Sports**, which leads the online category in the \$150 billion-a-year retail **sporting** goods industry, has received venture capital funding from J.H. Whitney and Co. and Draper Fisher Jurvetson. For more information, contact: Fogdog Sports ( [www.fogdog.com](http://www.fogdog.com) ), 3031 Tisch Way, 100 Plaza East, San Jose, CA 95128; Phone: 408.261...

9/3,K/55 (Item 7 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2003 The Dialog Corp. All rts. reserv.

01731224 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Getty Images Sub Notes Rated 'B-' by S&P**

BUSINESS WIRE

May 20, 1998 14:1

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 501

... which included \$24.2 million in stock. Allsport is a sports photography agency that provides **current** images to the **sports** journalism and **advertising** markets. In order to increase access to new markets, improve customer service, and to reduce **selling** costs, Getty is spending heavily to make its key collections available electronically and over the **internet**. Some near-term flexibility is provided by pro forma cash balances of \$46.5 million...

9/3,K/56 (Item 8 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2003 The Dialog Corp. All rts. reserv.



01731028 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Getty Images Subordinated Notes Rated 'B-' by S&P**

PR NEWswire

May 20, 1998 14:10

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 489

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... which included \$24.2 million in stock. Allsport is a sports photography agency that provides **current** images to the **sports** journalism and **advertising** markets.

In order to increase access to new markets, improve customer service, and to reduce **selling** costs, Getty is spending heavily to make its key collections available electronically and over the **internet**. Some near-term flexibility is provided by pro forma cash balances of \$46.5 million...

9/3,K/57 (Item 1 from file: 610)

DIALOG(R)File 610:Business Wire

(c) 2003 Business Wire. All rts. reserv.

00407628 20001113318B5206 (USE FORMAT 7 FOR FULLTEXT)

**Rival Networks Launches Half Million Dollar Fourth-Quarter Advertising Campaign with FOX Sports-With all-time traffic high and increased site stickiness, Rivals.com accelerates growth and builds brand**

Business Wire

Monday, November 13, 2000 09:09 EST

JOURNAL CODE: BUSINESS WIRE, COMTEX LANGUAGE: ENGLISH RECORD TYPE:

FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 582

...FOX's College Football Saturday and will continue the relationship by launching 30-second spots **during** NFL games in New York, Chicago, Detroit and Atlanta. Regional FOX **Sports** Net **advertising** **buys** will

appear in Seattle, hometown of Rival Networks, and San Francisco. These markets were selected due to the high concentration of **Internet** penetration

and the strength of Rivals.com local publishers in the markets.

Wolfe/Doyle in...

9/3,K/58 (Item 1 from file: 613)

DIALOG(R)File 613:PR Newswire

(c) 2003 PR Newswire Association Inc. All rts. reserv.

00158123 19990804SFW031 (USE FORMAT 7 FOR FULLTEXT)

**Caere Buys Exclusive Publishing Rights to ImageAXS Product Line**

PR Newswire

Wednesday, August 4, 1999 07:12 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 799

...logical step for us and provides a nice complement to our existing OCR, document management, **Web** publishing and electronic forms **applications**," said Bob Teresi, Caere's chairman and CEO. "With the ImageAXS **products**, we are expanding our **software** offerings, as well as inheriting OEM relationships **with** leading digital camera

manufacturers." Currently , limited edition versions of ImageAXS are bundled in many hardware devices from Fuji, Iomega, Kodak, Konica and Polaroid.

ImageAXS

ImageAXS 4.0 (pronounced "image access") and ImageAXS Professional 4.0 are media asset management applications...

9/3,K/59 (Item 1 from file: 624)  
DIALOG(R)File 624:McGraw-Hill Publications  
(c) 2003 McGraw-Hill Co. Inc. All rts. reserv.

01168396

**GOD AND MAN AT MADISON SQUARE GARDEN**

Business Week May 7, 2001; Pg 53; No. 3731

Journal Code: BW ISSN: 0007-7135

Section Heading: News: Analysis & Commentary: COMMENTARY

Word Count: 686 \*Full text available in Formats 5, 7 and 9\*

BYLINE:

By Jay Weiner

TEXT:

...s just that no one grows up wanting to be Ralph Kramden or Ed Norton.

Sports and athletes have power. That's why companies buy ads during televised games and naming rights to arenas. Religions recognize that power, too. As Billy Mauldin, CEO...

9/3,K/60 (Item 1 from file: 810)  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0835273 BW0237

**SPORTSLINE USA: SportsLine USA, Inc. Reports Record First Quarter Performance**

April 14, 1998

Byline: Business Editors

...and RCA.

A highlight of the first quarter was the approximate \$2.3 million in advertising revenue from major sponsors of CBS SportsLine 's Olympic Web pages including Budweiser (its first Internet ad buy ), Xerox, Shell, AT&T, Sony, Ford, VISA, and IBM. The Company believes this amount represents an Internet record for sponsorship of a single event.

SportsLine USA's "E-Commerce" revenue also grew during the quarter, to \$467,000, an increase of 198% over the same period last year...

9/3,K/61 (Item 2 from file: 810)  
DIALOG(R)File 810:Business Wire  
(c) 1999 Business Wire . All rts. reserv.

0723609 BW0030

**CLICKOVER CBS SPORTSLINE: CBS SportsLine Selects ClickOver's ClickWise Pro High-Performance Advertising Management Software as Solution for its Massive 100,000-Page Web Site**

July 15, 1997

Byline: Business/Entertainment/Sports Editors and Computer Writers

...features in  
selecting ClickWise Pro after evaluating other options.

By selecting ClickWise Pro as its **Web** advertising management solution, CBS SportsLine is making a noteworthy statement as one of the largest **ad** buyers on the **Web**.

According to Kenneth Dotson, Vice President of **Marketing** for **SportsLine** USA, the publisher of CBS **SportsLine**, "We wish the sites we **purchase ads** on were able to provide us with the precise level of targeting and **real - time** reporting functionality we've found in ClickWise Pro and now offer our own clients. These...